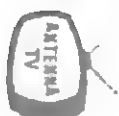


Media Partners, Inc
13200 Strickland Rd.
Suite 114-#153
Raleigh NC 27613

Sam Ervin/ D/ Supreme Court/ NC
Submission Number 4106 Issue 4



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Original

| | | |
|--|---------------------------------|---|
| Client: Sam Ervin/ D/ Supreme Court/ NC | Submission Cost: 2920 | Campaign Ref: BJW12091101 |
| Buyer: .. | Client/Product/Estimate: | Sales Rep: WNCN Political |
| Schedule Dates: 10/15/12 to 11/05/12 | Weeks: 4 | Order Ref: |
| Est./PO Number: | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| | | |
|---|----------------------------|---------------------------------------|
| Product: Sam Ervin/ D/ Supreme Court/ NC | Booking Group: WNCN | Key Market: Raleigh-Durham, NC |
| Demographic: (L) Household | Order: | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | 10/15/10 | /22 | 10/29/11 | /05 | Total | Cost |
|--|---------------------------------|----------|------|-------------|--------------|-----|----------|-----|-------|------|
| 1 | M-F 3p Judge Judy MTWTF.. | 05 | 75 | 30 Comme | Nbr of Spots | | 5 | | 5 | 375 |
| 3 | M-F 3p Judge Judy M..WTFSS | 05 | 75 | 30 Comme | Nbr of Spots | | | 1 | 1 | 75 |
| 4 | M-F 330p Judge Judy M..WTFSS | 05 | 75 | 30 Comme | Nbr of Spots | | | 1 | 1 | 75 |
| 5 | M-F 5p Judge Judy MTWTF.. | 04 | 150 | 30 Comme | Nbr of Spots | | 5 | | 5 | 750 |
| 7 | M-F 5p Judge Judy M..WTFSS | 04 | 150 | 30 Comme | Nbr of Spots | | | 1 | 1 | 150 |
| 8 | M-F 530p Judge Judy M..WTFSS | 04 | 150 | 30 Comme | Nbr of Spots | | | 1 | 1 | 150 |
| 9 | M-F 330p Judge JudyF.. | 05 | 75 | 30 Comme | Nbr of Spots | | 1 | | 1 | 75 |
| 10 | M-F 530p Judge JudyF.. | 04 | 150 | 30 Comme | Nbr of Spots | | 1 | | 1 | 150 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | 4 | 8 | 12 | 4 | 28 | |

Media Partners, Inc
13200 Strickland Rd.
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Submission Number 4106 Issue 4



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PHONE (919) 836-1717 FAX (919) 836-1747

Original

| | | |
|--|---------------------------------|---|
| Client: Sam Ervin/ D/ Supreme Court/ NC | Submission Cost: 2920 | Campaign Ref: BJW12091101 |
| Buyer: .. | Client/Product/Estimate: | Sales Rep: WNCN Political |
| Schedule Dates: 10/15/12 to 11/05/12 | Weeks: 4 | Order Ref: |
| Est./PO Number: | Contract type: Political | Business Type: POLITICAL |
| Associated Copies: No | | Business Category: Transactional |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | Nbr of Spots | 10/15/10 | /22 | 10/29/11 | /05 | Total | Cost |
|--|---|----------|------|-------------|--------------|----------|-----|----------|-----|-------|------|
| 13 | M-F 3p Judge Judy MTWTF.. | 05 | 75 | 30 Comme | Nbr of Spots | | 4 | | | 4 | 300 |
| 14 | M-F 5p Judge Judy MTWTF.. | 04 | 150 | 30 Comme | Nbr of Spots | | 4 | | | 4 | 600 |
| 15 | M-F 3p Judge Judy ...T... | 06 | 40 | 30 Comme | Nbr of Spots | 1 | | | | 1 | 40 |
| 16 | M-F 5p Judge Judy ...T... | 05 | 100 | 30 Comme | Nbr of Spots | 1 | | | | 1 | 100 |
| 17 | M-F 6a News ...T... | 08 | 70 | 30 Comme | Nbr of Spots | 1 | | | | 1 | 70 |
| 18 | M-F 136a ET / 1236a CT Last Call ...T... | 05 | 10 | 30 Comme | Nbr of Spots | 1 | | | | 1 | 10 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | | 4 | 8 | 12 | 4 | 28 | |

| Grand Totals | | | | | |
|--------------|------|-------------------|-------|-------|-------|
| | | Month 10 Weeks: 4 | | | |
| | | 10/15 | 10/22 | 10/29 | 11/05 |
| Spots | 28 | 4 | 8 | 12 | 4 |
| Cost | 2820 | 220 | 900 | 1350 | 450 |

| | |
|----------------------|------------------------------|
| Grand Totals: | Spots: 28 |
| | Gross Total: 2,920.00 |

| | |
|-------------|----------|
| Commission: | 438.00 |
| Net Total: | 2,482.00 |

Stankavage, Cheryl F.

From: Blanchard, Steven L.
Sent: Monday, October 15, 2012 5:50 PM
To: Debbie White
Cc: Stankavage, Cheryl F.
Subject: RE: Rate Revisions w/o 10/15

Hi Debbie,

We're going to add 1x 6-7a at \$70 and 1x in Carson Daly at \$10 this week.

Thanks!

Steve Blanchard
General Sales Manager

sblanchard@wncn.com

o: 919.835.6237

c: 919.306.6519

f: 919.836.1685



From: Debbie White [mailto:debbie@mediapartners-inc.com]
Sent: Monday, October 15, 2012 4:12 PM
To: Blanchard, Steven L.
Subject: RE: Rate Revisions w/o 10/15

Is this just for this week? If so, you can add in what you feel will clear in early fringe, news or access or even late.

Let me know what you decide.

Debbie

From: sblancha@wncn.com [mailto:sblancha@wncn.com]
Sent: Monday, October 15, 2012 4:00 PM
To: debbie@mediapartners-inc.com
Cc: mwilliams@wncn.com
Subject: FW: Rate Revisions w/o 10/15

10/15/2012

Hi Debbie,

We had a couple of rate revisions when we did the LUC calculation for this week. I have attached our updated rate card and included your revised order total below. You currently have \$85 available. Please let me know where you would like to spend.

Thanks!

Steve

✕ file:///E:/Raleigh%20-%20WNCN/Business%

From: Stankavage, Cheryl F.
Sent: Friday, October 12, 2012 11:39 AM
To: Blanchard, Steven L.
Subject: Rate Revisions w/o 10/15

Hi Steve,

The following rates were revised next wk for Media Partners order Sam Ervin (D) for Supreme Court:

3p Judge Judy Thu 10/18 was \$75 - now \$40

5p Judge Judy Thu 10/18 was \$150 - now \$100

Order total is now: \$2840.

Thanks,

Cheryl Stankavage
National Sales Assistant
WNCN-TV/NBC-17

10/15/2012



ph: 919-835-6240
email: cstankavage@wnen.com

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0

Flight From: 10/16/2012 to 11/08/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 => HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETTEVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross Rate/ Total | Station Gross | | | | | | | | | | |
|-------------|--------------------------|------------|-----------------------------|---------------------------------|---------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | | | Oct 15 | Oct 16 | Oct 17 | Oct 18 | Oct 19 | Oct 20 | Oct 21 | Oct 22 | Oct 23 | Oct 24 | Oct 25 |
| 1 | MTWRF-- 03:00P-04:00P | DT 30 | JUDGE JUDY | \$75.00 \$975.00 | . | . | . | 1 | . | . | . | 1 | 1 | 1 | 1 |
| Comment: L3 | | | | | | | | | | | | | | | |
| 2 | MTWRF-- 05:00P-06:00P | EF 30 | JUDGE JUDY | \$150.00 \$1,950.00 | . | . | . | 1 | . | . | . | 1 | 1 | 1 | 1 |
| Comment: L3 | | | | | | | | | | | | | | | |
| | | | | | \$2,925.00 | . | . | . | 2 | . | . | 2 | 2 | 2 | 2 |
| | | | | | | | | | | . | . | . | 2.4 | 2.4 | 2.4 |
| | | | | | | | | | | . | . | . | 2.4 | 2.4 | 2.4 |

| Monthly Totals | | | | |
|----------------|-------|----------|--------------------------|--------------------------|
| Month | Spots | GRP/GRIs | Station Gross Dollars | Station Gross CPP/CPM |
| Oct | 10 | 12.0 | \$1,125.00 | \$93.75 |
| Nov | 16 | 19.2 | \$1,800.00 | \$93.75 |
| | 26 | 31.2 | \$2,925.00 | \$93.75 |

By: _____

BSW12091101

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0

Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

| Item# | Days/ Times | DP/ Len | Program Title/ Comm1 Tag | Station Gross | | | | | | | | | | | |
|-------------|--------------------------|------------|-----------------------------|------------------------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| | | | | Rate/ Total | Oct 25 | Oct 27 | Oct 28 | Oct 29 | Oct 30 | Oct 31 | Nov 01 | Nov 02 | Nov 03 | Nov 04 | Nov 05 |
| 1 | MTWRF-- 03:00P-04:00P | DT 30 | JUDGE JUDY | \$75.00 \$975.00 | - | . | . | 1 | 1 | 1 | 1 | 2 | . | . | 2 |
| Comment: L3 | | | | | | | | | | | | | | | |
| 2 | MTWRF-- 05:00P-06:00P | EF 30 | JUDGE JUDY | \$150.00 \$1,950.00 | . | . | . | 1 | 1 | 1 | 1 | 2 | . | . | 2 |
| Comment: L3 | | | | | | | | | | | | | | | |
| | | | | \$2,925.00 | . | . | . | 2 | 2 | 2 | 2 | 4 | . | . | 4 |
| | | | | | | . | . | 2.4 | 2.4 | 2.4 | 2.4 | 4.8 | . | . | 4.8 |

Date: 09/13/2012

Page 1b

Time: 5:18p

Client: POLITICAL
 Product:
 Campaign: SAM ERVIN 2012

Station Order

MEDIA PARTNERS, INC.
 13200 STRICKLAND RD
 RALEIGH, NC 27613
 919-781-0433

Rev #: 0

Flight From: 10/15/2012 to 11/06/2012

Estimate No.:
 Contract No.:
 Job No.:

Buyer Name: Debbie White
 Sweeps: Share Nov 2011 -> HUT/PUT Nov 11

Market: RALEIGH-DURHAM (FAYETVILLE)
 Station: WNCN
 Station Contact: Steve Blanchard

Actg. Order No.: 113
 WS Order No.: 12329
 Contract No.:

| Item# | Days/ Times | DP/ Len | Program Title/ Comml Tag | Station Gross Rate/ Total | Nov 06 | Total Spots | DMA P 35+ (R) | DMA W 35+ (R) |
|-------------|--------------------------|------------|-----------------------------|---------------------------------|-----------|----------------|---------------------|---------------------|
| 1 | MTWRF-- 03:00P-04:00P | DT 30 | JUDGE JUDY | \$75.00 \$975.00 | . | 13 | 0.7 \$107.14 | 0.9 \$83.33 |
| Comment: L3 | | | | | | | | |
| 2 | MTWRF-- 05:00P-06:00P | EF 30 | JUDGE JUDY | \$150.00 \$1,950.00 | . | 13 | 1.7 \$88.24 | 2.2 \$68.18 |
| Comment: L3 | | | | | | | | |
| | | | | \$2,925.00 | . | 26 | | |

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ FEDERAL CANDIDATE☒ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|--|--|
| Station and Location: WNCN-TV Raleigh, NC | Date: 9/14/12 |
|--|--|

I, DEBORAH WHITEbeing/on behalf of: SAM ERVIN, a legallyqualified candidate of the § politicalparty for the office of: Supreme Ct.in the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| See Attached | | | | | |

Total Charges: \$2,925 gross \$2,486.25 net

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For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

ERWIN for Supreme Ct. Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/14/12 Debbie White
Date Signature

Date _____

Signature _____

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ **Rejected**

Signature _____

Printed Name _____

Title

Mike Davis Public Relations, Inc.

PUBLIC RELATIONS + + COMMUNICATIONS

P.O. Box 27646 Raleigh, NC 27611

Phone: 919-821-3928 Fax: 919-821-9135

July 31, 2012

Media Partners, Inc.
4024 Barrett Drive, Suite 201
Raleigh, North Carolina 27609

Please accept this letter as authorization from the Ervin for Supreme Court Campaign for Media Partners, Inc. to engage in media placement services on behalf of the Ervin Campaign for the 2012 General Election.

Any questions should be referred to Mike Davis, General Campaign Consultant to Ervin for Supreme Court.

Please note that the official name and address for the campaign:

Ervin for Supreme Court
1101 Haynes Street – Suite 101-C
Raleigh, North Carolina 27604.

Thank you.

Mike Davis
Ervin for Supreme Court